

**REMARKS**

Claims 1-8 are pending in this application. Claims 1, 3, 4, and 6-8 are independent claims. Claims 2 and 5 are dependent claims.

Claims 1-8 have been rejected. Amendments to claims 1, 2, 4, and 5 are presented herein.

Claims 3 and 6-8 have been cancelled in this response. Claim 9 is newly added in this response. The specification has been amended to improve form. No new matter is being presented, and approval and entry are respectfully requested.

**Changes To The Specification**

Changes have been made to the specification only to place it in preferred and better U.S. form for issuance. No new matter has been added.

**Rejections Under 35 U.S.C. § 103(a)**

In numbered paragraph 1 on pages 2-4 of the Office Action, the Examiner rejected claims 1-8 under 35 U.S.C. § 103(a) as being unpatentable over Ikeda (U.S. Patent No. 5,938,727. Applicant respectfully traverses these rejections for the reasons presented below.

Claim 1 recites, as amended, "wherein the primary data of the additional material converted into the secondary data in the form of codes for high-density display comprise data from which information content is obtained directly without accessing a separate storage location." Independent claim 4 recites similar language.

In the present invention, direct-reading materials and related additional materials for high-density display are placed on pages. The additional materials are not directly readable, but may be read by a pen-type scanner, for example. Referring to the embodiment of the present invention shown in Fig. 2, secondary data in the form of codes for high-density display (e.g., a two-dimensional barcode as shown in the embodiment of the present invention of Fig. 3), which are obtained by directly encoding substantial information (i.e., information content) such as a

picture, a large document, a software program, etc., are placed on a page 7 as additional material printed portions 7b. The coded additional material printed portions 7b are read by a pen-type scanner 8, and are decoded. As a result, the contents of the coded additional materials are output in the form of pictures, photographs, text, sound, etc. (i.e., information content), without the requirement to access a separate storage location, such as a homepage accessed via a URL.

The Ikeda reference relates to an apparatus and method that accesses a World Wide Web (WWW) homepage using a barcode and a scanner (Ikeda at col. 1, lines 6-8). In Ikeda, a barcode representing an address such as a Uniform Resources Locator (URL) is affixed on a medium such as a magazine advertisement or a newspaper insert. The barcode is read by a scanner and converted to a URL, which a browser uses to access the desired homepage. See Ikeda at col. 1, lines 36-41.

In contrast to the Ikeda reference, the barcode of the present invention contains information content such as a photograph, a large document, a software program, etc., rather than merely a URL. A URL is not information content. Rather, a URL is address information for accessing a separate location that actually stores information content. Accordingly, a user of the present invention does not need access to the Internet, but merely needs a decoding unit to decode the secondary data into the information content contained therein into a form the user can read.

Thus, it is submitted that independent claims 1 and 4 patentably distinguish over the prior art. Claims 2 and 5 depend respectively from claims 1 and 4 and are patentable over the prior art for at least the reasons discussed above.

Therefore, Applicant submits that claims 1, 2, 4, and 5 patentably distinguish over the prior art. Accordingly, Applicant respectfully requests reconsideration and withdrawal of the rejections under § 103.

#### **New Claim**

Claim 9 is newly added with this response to alternatively define the present invention. Similar to claim 1, independent claim 9 recites "wherein the primary data of the additional

material converted into the secondary data in the form of codes for high-density display comprise data from which information content is obtained directly without accessing a separate storage location." These features are not taught or suggested by the cited reference. Thus, for at least the reasons presented above, Applicant submits claim 9 patentably distinguishes over the prior art. Accordingly, Applicant respectfully requests allowance of the new claim.

### **Conclusion**

In accordance with the foregoing, it is respectfully submitted that all outstanding rejections have been overcome and/or rendered moot, and further, that all pending claims patentably distinguish over the prior art. Thus, there being no further outstanding rejections, the application is submitted to be in condition for allowance, which action is earnestly solicited.

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Finally, if there are any additional fees associated with filing of this response, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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